

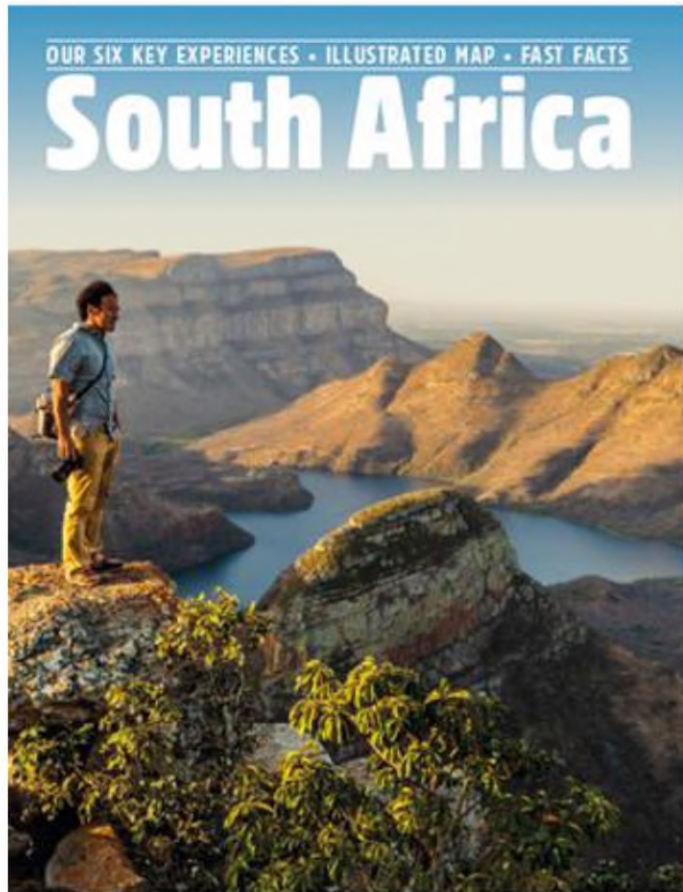
Informational materials distributed to two or more persons by South African Tourism 2019



Inspiring new ways

Illustrated Experience Map 2019

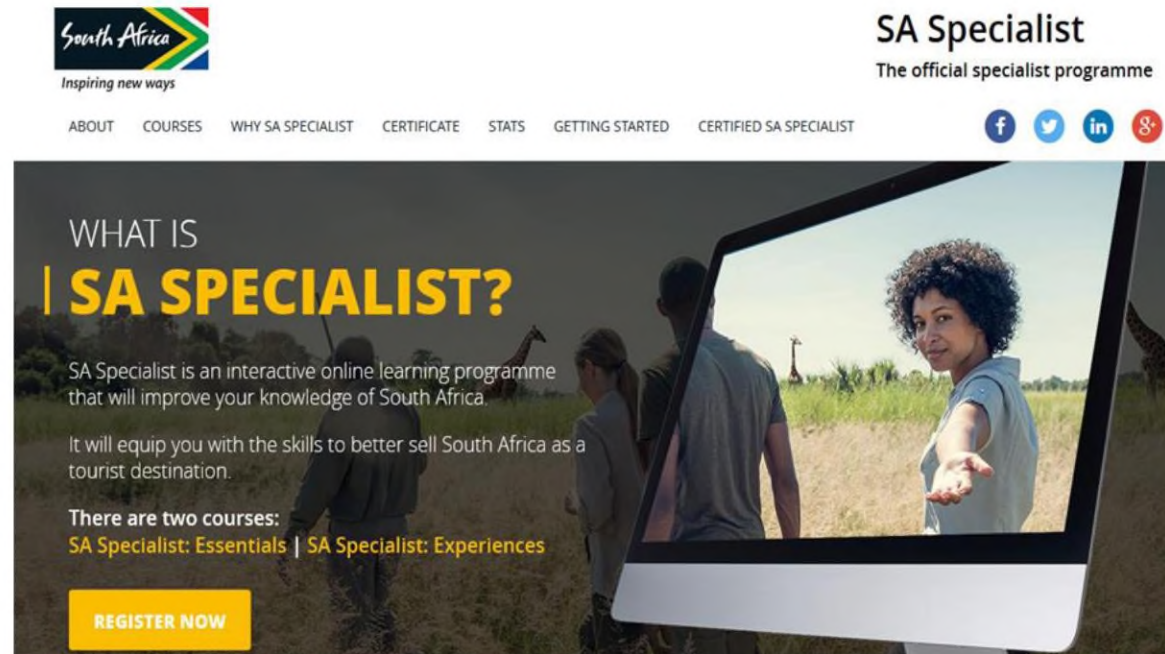
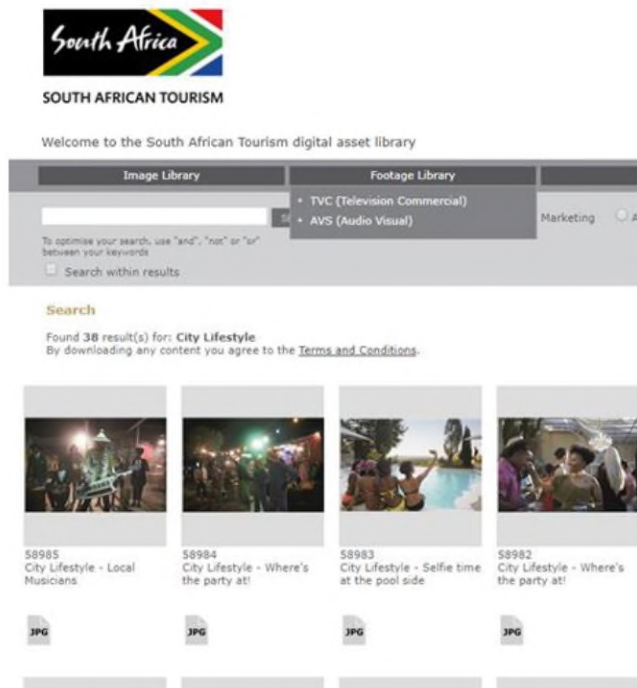
This map includes an artist's depiction of many of the 'must-see' places and 'can't miss' activities offered throughout South Africa. Also includes suggested activities/ experiences (and locations) for each of our 6 user-centric traveler pillars: wildlife safari, active adventure, scenic outdoors, city lifestyle, coastal beach, cultural roots.



Digital Assets (Images & Videos) + SA Specialist Training Course 2019

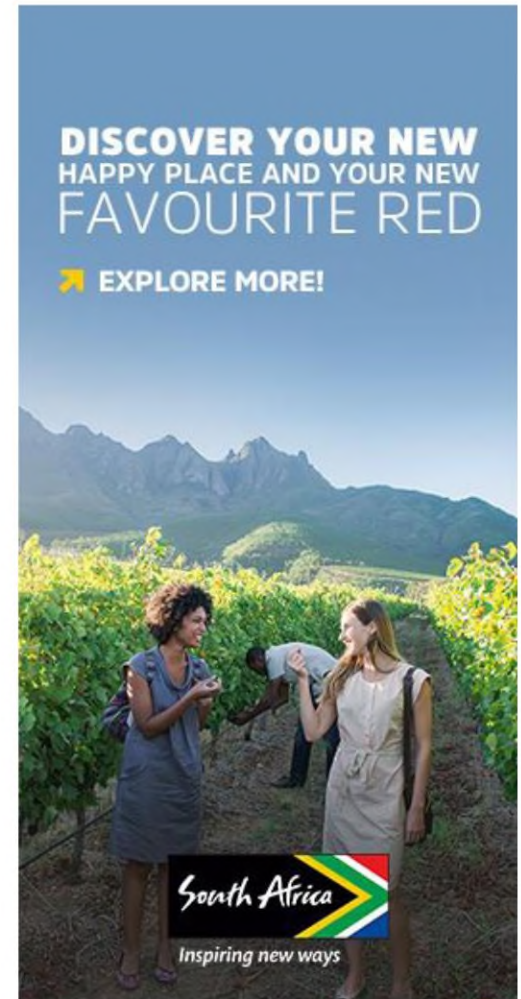
The digital asset library provides access to free information, images, and video footage that aids in exciting people about travel to South Africa. <http://digitalassets.southafrica.net/>

SA Specialist is an interactive online learning program that helps those travel professionals interested in South Africa improve their knowledge of South Africa as a tourist destination. <https://saspecialist.southafrica.net/us/en>



Digital Advertising Units 2019

Digital advertising units on media partner websites direct traffic to our own website
<https://www.southafrica.net/us/en/travel>



Social Media Profiles 2019

Popular social media platforms are utilized to showcase information highlighting South Africa's wide variety of experiences in close proximity including wildlife safaris, active adventure, vibrant cities, and inspiring culture.

FACEBOOK www.facebook.com/visitsouthafrica

TWITTER @southafrica <https://twitter.com/SouthAfrica>

INSTAGRAM @visitsouthafrica <https://www.instagram.com/visitsouthafrica/>

